

Save Money "In the Clouds"

On-demand eSignatures provide cost-effective access to paperless processes.

Many executives are dealing with the economic downturn by putting their "heads in the clouds." Cloud Computing, one of the key developments in technology, refers to real-time delivery and consumption of business and consumer services through the Internet.



"The Cloud model offers a much cheaper way for businesses to acquire and use IT – in an economic downturn, the appeal of that cost advantage will be greatly magnified,¹" says Frank Gens, senior vice president and chief analyst at the IDC consulting firm.

A prime example of Cloud Services is IntegriSign[®] Express, a Software as a Service (SaaS) that Interlink has added to its eSign Anywhere™ platform. IntegriSign Express allows companies to deploy e-signature technology for ad-hoc electronic business transactions between known parties – such as non-disclosure agreements, estimates, and contracts – quickly and easily through a simple online mechanism. As a result, companies can eliminate cumbersome email-print-sign-fax processes – without adding any new technology infrastructure. SaaS and Cloud Computing are all about being lean, quick, and efficient.

IntegriSign Express epitomizes all the elements identified for successful Cloud Services: a trusted third party provides secure, real-time online tools that give users, with minimal IT skills, tremendous efficiency in their daily work processes. Given how much such benefits dovetail with the current era of economic restraint, it's no wonder the IDC survey "shows that Cloud Services are 'crossing the chasm' and entering a period of widespread adoption," Gens says.

¹ <http://idc.com/getdoc.jsp?containerId=prUS21480708>